

INFORMATION

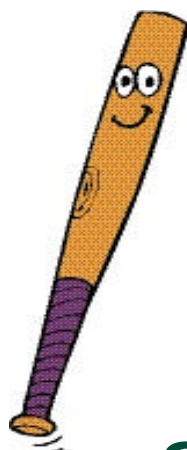
EXCHANGE

April 2002

Resources for Workforce Development Programs

Contents

<i>Workforce Development Update</i>	2
<i>Project Futuro - Helping People Overcome Language Barriers</i>	3
<i>"Going the Distance" Project Celebrates Graduation</i>	3
<i>YouthBuild Fresno - Model Youth Training Program</i>	4
<i>Web Employment Updates</i>	4
<i>Worthy Web Sites</i>	4
<i>WorkSource - Regional Effort to Promote the Workforce Development System</i>	5
<i>Department of Rehab Offers Disability Awareness Training</i>	5
<i>NAWDP Plans Summit</i>	5
<i>Check It Out!</i>	6
<i>April Calendar</i>	7



Call the ETN for your



Spring Training!

Are you anxious to get your team ready for the coming season? The Employment Training Network (ETN) has a lineup of services that can help you do just that!

We lead off with our library services - With a simple phone call or email, we will send library resource materials on a wide variety of topics to you within 24 hours. A sampling of our resources is contained in Page 6.

If you're interested in a road trip, the ETN can provide travel reimbursement for your staff to visit exemplary programs to learn first-hand about their operation.

Or, you can request one of our consultants for an onsite visit to provide training customized to your agency's needs. We have an extensive list of professional on-call consultants who will cover all the bases for you!

Please make the call to Diane Coad at (916) 654-8896 if you are interested in obtaining these services at little or no cost to your WIA-funded agency. Our services are a real steal!



Workforce Development Update

The Employment Development Department (EDD) Workforce Investment Division Capacity Building Unit (CBU) offers staff development training at no cost to Workforce Investment Act (WIA)-funded employment and training partners. A sample of current classes being offered is highlighted below.

Developing Youth Advisory Groups in Your Community-

Designed for WIA Youth Council members, Workforce Investment Area staff, youth service providers, and other practitioners who wish to empower youth to take responsibility for making a difference in themselves and their communities. Contact Terri Angelo at (916) 653-4471 or e-mail tangelo@edd.ca.gov.

Youth Programs Under WIA - Looks at the year-round approach to program development that focuses on education, with emphasis on long- term results, mandated youth goals, and recruiting younger and older youth. Contact Dwight Brydie, (916) 654-9492.

That's Not My Job (Customer Service) - This one-day workshop is designed to improve customer service and provide practical tools to resolve a range of customer-based issues. Contact Joy Allender at (916) 654-8782 or e-mail jallende@edd.ca.gov.

Retention = Success! - One-Stop staff will learn new skills and methods that can be incorporated into their daily routine to promote and increase job retention. Contact Desi Hayhurst at (916) 654-8282 or e-mail dhayhurs@edd.ca.gov.

You Talkin' To Me? - Communication skills workshop for One-Stop staff having direct customer contact. Topics: Giving clear instructions, maximizing comprehension, using active listening, and giving feedback. Contact Becky Maucieri at (916) 657-0210 or e-mail bmaucier@edd.ca.gov.

Orientation to Workforce Development - This course is designed for new One-Stop Career Center employees and will introduce key concepts and terms in workforce development systems and the WIA. Contact Sharon McFarland at (916) 654-9213.

One-Stop Two-Step - This workshop will offer a creative way to interconnect within and outside your office, multi-tasking, community involvement, and available resources - including making your own community resource book. Contact Sharon McFarland at (916) 654-9213.

For a complete listing of classes you may attend and/or host, please visit: www.edd.ca.gov/wiacat.htm.

EDD Provides Training to Newly Funded Grantees

In an ongoing effort to ensure the success of the Governor's Workforce Investment Act (WIA) 15% Discretionary funded programs, the Employment Development Department (EDD) is conducting training sessions specifically designed for newly funded grantees.

The EDD Workforce Investment Division Capacity Building Unit staff, in collaboration with the EDD Program Development and Management Division staff, has developed the training entitled: *WIA 15% Grantees Overview Training*. Upon announcement of a program award by Governor Davis, sessions are provided over a three-day period and include the following topics: Orientation to WIA, Participatory Requirements, and Fiscal and Administrative Rules.

The training sessions provide a wonderful opportunity for grantees to learn and to meet the Program Management staff assigned to assist them in the successful operation of their program.

Program Operators Host Job Developers Conference

The Sacramento Federation of Program Operators will host a conference in Sacramento entitled "Exploring a New Frontier: Focusing on Employer Needs", on April 25-26, 2002. Speakers include: Paul Clayton, Denise Bissonnette of Milt Wright & Associates, Inc., and Elisabeth Harney of WorkNet, and informative panel discussions on "Statewide Employment Trends" and "Creating a Quality Workforce". For registration information, call (916) 553-4150 or visit: www.swol.org/html/conference.html.

MARK YOUR CALENDARS!

California Workforce Association (CWA) - 11th Annual Spring Conference - Throw the House Out the Window - Eche la Casa Por la Ventana
San Diego-April 2-4, 2002
www.calworkforce.org/calendar.tpl

California Workforce Association (CWA)/Larry Robbin & Associates - How to be Successful with the Hard to Employ
Los Angeles-May 7, 2002
www.calworkforce.org/calendar.tpl

Success Stories

Project Futuro - Helping People Overcome Language Skills Barrier

Since March 2001, Project Futuro has been helping limited English speakers gain the language skills they need to obtain long-lasting employment. To meet this need and because of a large English as a Second Language (ESL) program, Project Futuro specifically targeted students who felt that their only barrier to employment was their inability to speak English proficiently.

Through funding by the Employment Development Department Workforce Investment Act 15% Governor's Discretionary Funds, Project Futuro offers participants access to a wide array of services such as language and career assessment, on-the-job training, job placement, Vocational ESL and supportive services, which include books, class fees, materials and supplies, childcare, uniforms/work clothing and transportation.

Students advancing their English skills quickly may take advantage of the program located at Montgomery Adult School in San Diego, where adult basic education and vocational training classes are available at no cost. As a project under the Sweetwater Union High School District's Adult Education Division in Chula Vista, students have access to over 50 different vocational education and training courses available in the mornings, afternoons and evenings.

To date, the program has placed students in a variety of on-the-job training opportunities and unsubsidized employment retirement homes, landscaping companies and hotels. Bernice Willcuts, Project Futuro's job developer, is a key player in helping students achieve their employment goals. She actively recruits employers to hire limited English speakers and has developed relationships with a myriad of businesses that consistently hire Project Futuro participants. Students interested in building their English language skills before going to work are enrolled in Vocational ESL classes where job-specific language activities and curriculum help the student learn general occupational vocabulary and conversation.

As a result of the success the program has achieved and the knowledge that many more individuals need these services, Project Futuro is looking to expand the program to include students who may speak English, but cannot read or write in English. This is an area where Project Futuro can be of service since the Adult Division also provides educational training in reading and writing in Adult Basic Education classes.

For additional information or to visit Project Futuro, please contact Audrey Gonzales at 619-628-3173 or e-mail at audrey.gonzales@suhsd.k12.ca.us.

"Going the Distance" Project Celebrates Inaugural Class Graduation

The first graduation ceremony of the Distance Learning Inaugural Class occurred on January 19, 2002 at Goodwill Industries Los Angeles Campus. This milestone event celebrated the achievements of 14 participants in the "Going the Distance" Project.

Graduating students prepared special presentations for the ceremony which was attended by their families and friends, Goodwill management and staff, and a representative from the Los Angeles City Council. The Distance Learning Project provides an opportunity for low-income working families to pursue vocational training over the Internet in order to obtain professional skills and degrees that will lead to significantly higher wages, hours and benefits. This project receives financial support from the Employment Development Department Welfare-to-Work 15% Governor's Discretionary Funds.

A cooperative venture between Goodwill Industries of Southern California and Goodwill Industries of San Fran-

cisco, forty participants were identified to participate in this program. By increasing their vocational skill sets, participants experience a significant increase in wages. Each participant receives a computer that will become theirs upon successful completion of training or upon attainment of a 25 percent increase in their wages.

Additionally, family members are able to use the computer and access the Internet from their home providing countless opportunities, resources, and useful information.

To date, Goodwill Industries have reported that Distance Learning participants have experienced a 39.76 percent average increase in earnings. Goodwill continues to track and follow-up the progress of the participants.

Anyone interested in more information on this successful project may call Jennifer Tucker at Goodwill Industries of Southern California at (323) 223-1211 x 2335.

Innovative Youth Program

YouthBuild Fresno - a Model Youth Training Program

During the past two years EDD has co-sponsored an innovative, highly effective youth training program with a long, storied history. *YouthBuild* is a nationwide movement established in 1978 in New York as a community-based model inviting youth entrenched in poverty, crime, gangs, academic failure, and hopelessness to become leaders in the rebuilding of their neighborhoods. While the forum for training is the construction site - the rehabilitation or new construction of low income housing stock and shelters for the homeless - the focus of the effort is on the development of the participating youth as leaders, a transformation process that is lasting because it recognizes the value, talents, and contributions each youth can make and provides a safe, supportive environment in which he/she can thrive.

There are currently 19 *YouthBuild* programs in California serving over 1200 youth, ages 16-24. Just under 800 of these graduated this past year, entering the building trades or continuing vocational training; 440 completed their high school diploma or GED. During their term in *YouthBuild* they completed 450 low-income housing units.

One of these programs is *YouthBuild Fresno*, operated within the Fresno County Economic Opportunities Commission's Local Conservation Corps. Two years ago the program joined a group of construction industry executives, lawyers, bankers, real estate brokers, and housing advocates to form the Coalition for Urban Renewal Excellence (CURE). CURE now works in partnership with *YouthBuild Fresno* to acquire and rehabilitate boarded-up

homes in low-income areas of the city of Fresno. A number of these homes, once completed, have been sold to *YouthBuild* trainees.

The program represents outstanding value through its broad leveraging of public funds to attract private investment, and a commitment to youth training and development. Since the 20 *YouthBuild* trainees that were first enrolled in 1995, *YouthBuild Fresno* has grown the model with a diversified funding base putting over 150 trainees to work on construction projects each year. Crews have learned all aspects of new home construction, major rehabilitation, and weatherization measures to increase energy efficiency. Since 1995 over 1,000 homes have been weatherized, eight new homes were constructed (though trainees worked on phases of 40 others), and over 100 homes have been rehabilitated. Additionally, a 40,000 square foot no-kill animal shelter is currently under construction. Each year crews service 300 swamp coolers for low-income residents of the local Housing Authority, and seven homeless shelters were repaired and renovated, providing much-needed relief to the agencies that operate them.

The California *YouthBuild* Coalition (19 member agencies) is most grateful for the support and assistance of EDD. You may contact the Coalition Chair, Robert J. Hennessy (408) 918-1009, or Perry Lang, Director of YouthBuild USA's west coast office at (510) 663-4600 for more information. Submitted by Paul McLain, Director, *YouthBuild Fresno* (559) 264-1048

Web Employment Updates

Net Assets On-line Newsletter - Fun and Informative!

This on-line newsletter, published by HR Management Services, contains a variety of information on the latest that the Internet has to offer to job seekers, employers, and Workforce Development professionals.

In order to obtain a free subscription, simply send an email message to info@hrms.net with "Add Name to Receive Net Assets" in the subject line.

For other services offered by HR Management Services, visit their web site at www.hrms.net.

Worthy Web Sites

www.calmis.ca.gov/SpecialReports/CTI-Labor-Market-PrelimRpt.pdf - *California Caregivers: Preliminary Labor Market Analysis* - Initial Report from the Caregiver Training Initiative. presents preliminary findings from a labor market analysis of three caregiver occupations — Home Health Aides, Nurse Aides, and Personal and Home Care Aides; and five health care industries — Nursing and Personal Care Facilities, Hospitals, Home Health Care Services, Individual and Family Social Services, and Residential Care.

www.calmis.ca.gov/SpecialReports/Caregiver-2001.pdf - *The Quest for Caregivers* - EDD Labor Market Information Division's labor market study of caregiver occupations.

Regional Collaborative

WorkSource: Regional Effort to Promote the Workforce Development System

Over the past two years, the eight Workforce Investment Areas (WIAs) in Los Angeles County and a host of partner agencies and organizations have been working on developing a joint marketing and advertising campaign to promote workforce development services to businesses and job seekers in the greater LA area.

WorkSource California has emerged as a unifying brand representing the various partners (i.e., Community and Senior Citizens Department, Department of Public Social Services, LA City Community Development Department, EDD, economic development organizations, etc.) This Greater Los Angeles Regional Business Outreach Collaborative (GLARBOC) proved to be the impetus in reaching out in a systematic, cohesive approach to businesses and job seekers.

WorkSource California provides services to nearly 10 million citizens and 250,000 businesses throughout the Los Angeles region. All partners are committed to leveraging resources that strengthen the overall system. The delivery of services includes the sharing of job leads and coordinating services to business in order to provide the best customer service to address their specific needs.

The key components of *WorkSource California* includes a regional marketing effort aimed at increasing public awareness of the host of services available under the Workforce Investment Act. Since the Act places emphasis on businesses, the partnership has created a service delivery system that targets businesses as the primary customer and aims at continuous quality improvement and streamlining services.

At the hub of a seamless system available to the customer, a call center for job seekers and businesses was created that features a toll-free number (888) 226-6300. A website, www.worksourcecalifornia.com was also established to ensure access to all of the *WorkSource California* services.

Other counties are expressing interest in adopting *WorkSource California*. For further information on joining the *WorkSource* partnership, please contact Geraldo Rodriguez at (213) 738-2656 or email: grodrigu@co.la.ca.us.

Disability Training

Department of Rehab Offers Disability Awareness Training

The Department of Rehabilitation (DOR) and the Employment Development Department (EDD) have entered into an interagency agreement in which the DOR will provide disability training and consultation to the Local Workforce Investment Areas (LWIA). The goal is to assist the LWIA and their One-Stop partners in providing a service delivery system for persons with disabilities seeking training, employment and career opportunities.

Interactive training courses are offered to increase disability awareness, sensitivity to and knowledge of disability issues and laws. Each course has been developed with a particular focus audience in mind. The topics covered will give line staff, job developers, case managers, supervisors and managers information on disability law, myths and misconceptions. Curriculum covers disability issues for policymakers, executive staff, EEO officers, and One-Stop operators.

In addition, to ensure employers are given this training opportunity, the DOR offers a class on disability employment law for human resource representatives and private sector employers with supervisory and/or hiring responsibilities.

To make your One-Stop more accessible to people with disabilities, or to learn more about the myths and misconceptions about disability issues, attitudes as barriers to persons with disabilities, California's Fair Employment and Housing Act, other California disability laws, and the ADA, call the Department of Rehabilitation. For training information call Dee Whitecotton at 916-263-0597, TTY 916-263-8672. For technical assistance call 916-263-8674, TTY 916-263-8672.

Workforce Development Professionals

NAWDP Plans Summit - Issues Call for Papers

The National Association of Workforce Development Professionals (NAWDP) is planning a summit on the future of the Workforce Development Professional this fall. As part of this endeavor, it is issuing a "Call for Papers" inviting authors to submit their ideas on a variety of related topics. For more information, please visit their web site located at www.nawdp.org.

Check It Out!

The resource materials listed below are available for loan from the ETN library. Please call (916) 654-8386 with your requests.

EX-OFFENDERS

After Prison, How the Ex-Convict Can Find a Place to Live, Get Work, and Stay Straight, (Video) JIST Works, Inc. (J2153-AV)

Post-Prison Blues, Adjusting Your Relationships with Family, Friends, and Yourself, (Video) JIST Works, Inc. (J2154-AV)

Putting the Bars Behind You, Revised Edition, (Video) JIST Works, Inc. (J1852-AV)

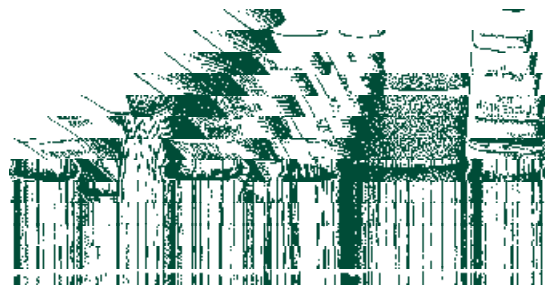
INTERNET JOB SEARCH

Cyberspace Resume Kit, How to Build and Launch an Online Resume, JIST Works, Inc. (J2042)

Cyberspace Job Search Kit, The Complete Guide to Online Job Seeking and Career Information, JIST Works, Inc. (J2043)

LIFE SKILLS

Try!, A Survival Guide to Unemployment, K-Slaw, Inc. (J2162)



Decide!, How to Make Any Decision, K-Slaw, Inc. (J2163)

NETWORKING

Masters of Networking, Building Relationships for Your Pocketbook and Soul, Bard Press (J2159)

Networking for Everyone!, Connecting with People for Career and Job Success, JIST Works, Inc. (J2140)

PRESENTATIONS

Red Hot Handouts!, Taking the Ho Hum Out of Handouts, Jossey-Bass Pfeiffer (J2156)

RESOURCE DIRECTORIES

Occupational Outlook Handbook 2002-2003 Edition, Impact Publications (J2164)

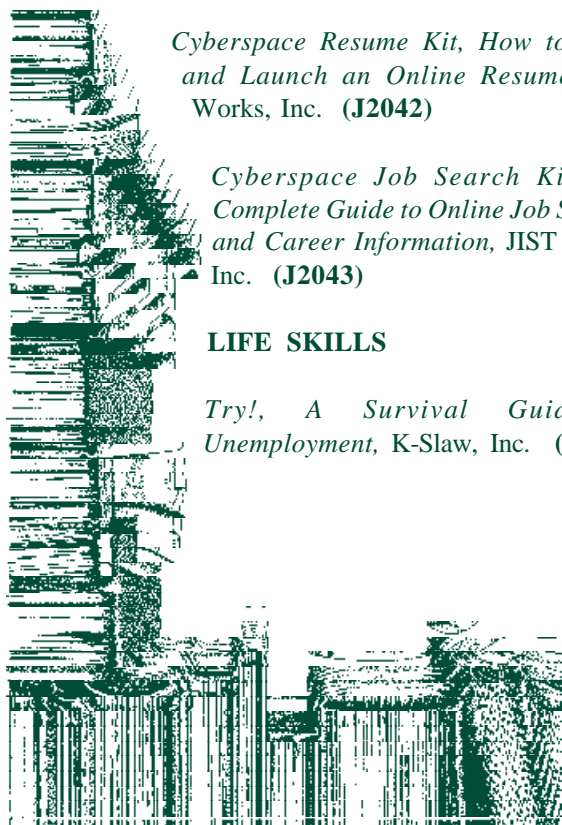
Rainbow Resource Directory, Los Angeles County 2002 Edition, Resource Directory (J2165)

SELF-SUFFICIENCY

Suddenly Single Mom, A Practical Guide to Self-sufficient Survival, T. J. Terry (J2161)

Job Seeker's Workbook & Welfare-to-Work Video Series: Getting Started, Your Job Is Out There, Making a Good Impression, Success that Lasts, (Videos) JIST Publishing, Inc. (J1949-AV)

Are You Better Off Working?, Revised Edition, (Video) Curtis & Associates, Inc. (J2010-AV)



APRIL 2002

Monday	Tuesday	Wednesday	Thursday	Friday
1	2	3	4	5
	11th Annual Spring Conference- California Workforce Association San Diego- www.calworkforce.org/calendar.tpl			
		Serving Customers with Disabilities Riverside-(909) 955-3122		
8	9	10	11	12
		WIA Performance Management-Adult Long Beach-(562) 570-3764	WIA Performance Management-Youth Long Beach-(562) 570-3764	
			WIA Performance Management-Youth El Centro-(760) 353-5050	
15	16	17	18	19
	WIA Performance Management-Adult Los Angeles City-(213) 485-0405			
		Orientation to Workforce Development San Diego-(619) 744-0370		
22	23	24	25	26
	WIA Performance Management-Youth Los Angeles City-(213) 485-9554		Partnership Workshop Orange County-(714) 567-7521	
		One-Stop Two-Step Visalia-(559) 713-5236	Exploring a New Frontier: Focusing on Employer Needs- Sacramento Federation of Program Operators Career Developers Conference Sacramento- www.swol.org/html/conference.html	
29	30			
Rural Workforce 2002 Conference- U.S. Department of Labor Reno, NV- www.tocowa.org/2002.html				

*Training in shaded boxes conducted by the Capacity Building Unit - www.edd.ca.gov/wiacal.htm

INFORMATION EXCHANGE

EMPLOYMENT TRAINING NETWORK

c/o EDD/WID
PO Box 826880 MIC 69
Sacramento, CA 94280-0001

THE EMPLOYMENT TRAINING NETWORK *Resources for Workforce Investment Act (WIA) Programs*

Information Exchange is published monthly by the Employment Training Network under the auspices of the Association of California School Administrators (ACSA), Foundation for Educational Administration (FEA). Funding is provided by the Employment Development Department, Workforce Investment Division (EDD/WID). The contents of this newsletter do not necessarily reflect the position and/or policy of the EDD/WID or ACSA, FEA which administers the Employment Training Network. Comments may be directed to Diane Coad, Editor, Employment Training Network, c/o EDD/WID, P.O. Box 826880, MIC 69, Sacramento, CA 94280-0001; Email - dcoad@edd.ca.gov; Internet site: www.trainingnetwork.org

The Employment Training Network is an information dissemination project which provides one-to-one consultations, staff workshops and resources exclusively for California's Workforce Investment Act (WIA) programs. Through statewide networking, the Employment Training Network staff is able to offer diverse technical services using consultants in a variety areas. Local Workforce Investment Area (LWIA) staff may benefit from the following services:

- **consultant services** - to enhance staff's skills, knowledge, and motivation
- **program site visits** - staff reimbursement provided for travel expenses
- **resource library** - up-to-date books, manuals and videos in a multitude of topics on loan for three weeks
- **referrals** - to other employment and training programs
- **Information Exchange newsletter** - informative newsletter announcing upcoming workshops, new resources, etc.

The Employment Training Network technical assistance services are available upon request to LWIA staff members or contractors operating LWIA programs. ETN staff: Diane Coad, Project Manager and Janine Cota, Administrative Assistant. **WIA funded agencies may receive Employment Training Network services by calling (916) 654-8896.**

EDD is an equal opportunity employer/program.